



**OUTFRONT and NYC Landmarks60 Alliance Launch Trivia Moments,
a Yearlong Interactive Citywide Competition**

*Trivia Moments Will Test New Yorkers on Their Big Apple Knowledge While
Commemorating the Upcoming 60th Anniversary of the NYC Landmarks Law.*

NEW YORK, NY, April 29, 2024 – OUTFRONT Media (NYSE:OUT), one of the largest out of home (OOH) media companies in the U.S., and the NYC Landmarks60 Alliance are pleased to announce today’s launch of Trivia Moments, a yearlong interactive, citywide competition leading up to the 60th anniversary of New York City’s Landmarks Law in 2025.

Beginning today, daily trivia questions about NYC history and sites will be displayed on digital displays located throughout the city's five boroughs, at MTA transit entrances, and inside subway stations.

New Yorkers who interact with Trivia Moments will scan dynamic QR codes present in the digital campaign to test their NYC knowledge and rack up points throughout the week after registering for an account. Top players will be featured on dynamic leaderboards displayed on digital screens throughout the city, including Times Square, with weekly winners receiving 7-days of free NYC Subway or Bus rides valued at \$34.

“We’re honored to work alongside the NYC Landmarks60 Alliance on the Trivia Moments campaign,” said Jason Kuperman, Chief Product Experience Officer, OUTFRONT. “While OUTFRONT works nationwide, we’re proud to be headquartered in New York City and content like Trivia Moments is intended to brighten peoples’ days and give us all the opportunity to appreciate the history and architecture of the great metropolis we call home.”

On April 19, 1965, Mayor Robert Wagner signed NYC’s Landmarks Law, which effectively began the era of historic preservation. As of April, 2024, the NYC Landmarks Preservation Commission – the mayoral agency responsible for identifying, designating, preserving, and regulating NYC's architecturally, historically and culturally significant buildings and sites – has designated nearly 38,000 buildings and structures across NYC’s five boroughs.

“The NYC Landmarks60 Alliance hopes that Trivia Moments will bring New Yorkers together to enjoy fresh facts about our city, and will increase the wider public’s awareness of the 60th Anniversary of New York City’s Landmarks Law next year,” said Barbaralee Diamonstein-Spielvogel, chair of the Historic Landmarks Preservation Center and the NYC Landmarks60 Alliance. “The contest displays questions about the complex and intriguing history of New York City - including sports, arts, business, politics, and of course, architecture. Millions of people - from commuters to tourists to residents- can test their knowledge at these screens placed in and around transit stations. We hope this program will offer an enjoyable and, even informative diversion, for everyone, young or old, who rides the subway.”

There will be additional events, activities and prizes awarded to participants throughout the year-long Trivia Moments competition. Follow OUTFRONT Media on X, Facebook and Instagram for updates. In the event there was a gremlin on the loose, and an error slipped in, our apologies, and a special prize and thank you for alerting us.

Trivia Moments, created with the NYC Landmarks60 Alliance, the content provider, is part of OUTFRONT's Subway@theCenter initiative, which highlights the power of the subway as a place where New Yorkers connect with each other, the city and brands.



About NYC Landmarks60 Alliance

The NYC Landmarks60 Alliance is a Historic Landmarks Preservation Center initiative. A consortium of more than 100 organizations, it is committed to informing and educating the public about historic preservation in New York City, and commemorating the 60th Anniversary of NYC's Landmarks Law in 2025. Its mission is to ensure that the preservation community, as well as the wider NYC public, and its visitors reflect upon and embrace the significance of the role of historic preservation in shaping NYC. The NYC Landmarks60 Alliance logo was originally designed pro bono by international graphic designer Massimo Vignelli for the commemoration of the 50th Anniversary in 2015.

About OUTFRONT Media Inc.

OUTFRONT leverages the power of technology, location and creativity to connect brands with consumers outside of their homes through one of the largest and most diverse sets of billboard, transit, and mobile assets in North America. Through its technology platform, OUTFRONT will fundamentally change the ways advertisers engage audiences on-the-go.

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